

Congress of the United States
House of Representatives
Washington, D.C. 20515

September 15, 2003

The Honorable Tommy G. Thompson
Secretary of Health and Human Services
U.S. Department of Health and Human Services
200 Independence Avenue, SW
Washington, DC 20201

Dear Mr. Secretary:

We are writing to alert you to a domestic web site that sells colored noncorrective contact lenses to teenagers without a prescription. After congressional staff ordered a pair — in the design of bright green dollar signs — the lenses arrived in the mail two days later without any instructions for use. This web site and any others like it pose an immediate public health threat.

When not fit correctly and used under the supervision of medical professionals, noncorrective contact lenses can cause severe eye infections, corneal ulcerations, and even blindness. Teenagers who have purchased these products without a prescription have suffered injuries so severe as to require corneal transplantation. It is imperative that these sales be halted as quickly as possible.

The web site — www.beWild.com — sells a variety of items including body jewelry, skateboards, club toys, and colored contact lenses. The site asks, “Looking for contact lenses that are a bit more . . . unusual? Going out to a club or concert? Perhaps you just want to make an amazing first impression on people.” The site’s answer is “Crazy color contacts” which can last “up to 4 years.” Available styles include “Spider Web,” “Fireball,” “Green Reptile,” “Pot Leaf,” and “Manson.”

While one page on the site advises, “replace every 12 months or as prescribed by your eye care provider,” www.beWild.com does not require a prescription for purchase. Nor does it advise customers to seek medical guidance on whether it is safe for them to wear contact lenses in the first place. Congressional staff bought lenses without ever being asked for their age or past medical problems. The lenses arrived in a plain white box without any information on care, cleaning, risks, or early signs of adverse effects.

There can be no question that consumers, including children, are at risk from this marketing scheme. We ask that you instruct FDA to investigate these sales and pursue whatever avenues are available to stop them immediately.

We also urge you support legislation to address this threat. On April 4, 2003, FDA decided to re-classify all contact lenses marketed to change the color of the eye as cosmetics instead of medical devices. This voluntary decision, which places the products in the same legal

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category as lipstick, significantly limits the agency's ability to protect the public. If noncorrective lenses are regulated as medical devices, the agency can require a prescription, review lenses for safety prior to marketing, set manufacturing standards, and assure reporting of adverse events. None of these protections apply to noncorrective contact lenses that are classified as cosmetics.

This gap in consumer protection needs to be fixed immediately. With the support of leading eye care groups, including the American Academy of Ophthalmology and the American Optometric Association, consumer groups, and the contact lens industry, we have introduced H.R. 2218. This bill would assure that all contact lenses, including colored noncorrective lenses, are regulated as medical devices. Such a step would allow FDA to act quickly to stop companies like www.beWild.com from selling contact lenses without a prescription and would provide a wide array of other protections for the public. We urge you to endorse H.R. 2218 and help us win swift passage in Congress.

We are not surprised that there are those who see dollar signs in the eyes of fashion-conscious teenagers. But when overzealous marketing can actually cause blindness, the government must step in to protect the public health.

Sincerely,


John Boozman
Member of Congress


Henry A. Waxman
Member of Congress

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Colored Contact Lenses (Sold By The Pair)

****All contacts are inspected before shipping. Sorry, we can not be held responsible for torn or damaged contacts. All contacts come in sterile container and can not be returned if opened.**



UV Blacklight Color Contacts (Green)

\$69.99



UV Blacklight Color Contacts (Hot Pink)

\$69.99



"White" Colored Contact Lenses

Regular price: \$69.99
Sale price: **\$39.99**



"Sky Blue" Colored Contacts

Regular price: \$89.99
Sale price: **\$39.99**



"Aqua" Contact Lenses

Regular price: \$69.99
Sale price: **\$39.99**



"Violet" Colored Contact Lenses

Regular price: \$69.99
Sale price: **\$39.99**



"Lime" Colored Contacts

Regular price: \$69.99
Sale price: **\$39.99**



"Green" Colored Contacts

Regular price: \$89.99
Sale price: **\$39.99**



"Hazel" Colored Contact Lenses

Regular price: \$69.99
Sale price: **\$39.99**



"Chestnut" Colored Contact Lenses

Regular price: \$69.99
Sale price: **\$39.99**



"Black" Colored Contacts

Regular price: \$69.99
Sale price: **\$49.99**



Black Wolf Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**



Super Star Crazy Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**



"3 Color Red" Colored Contacts

Regular price: \$69.99
Sale price: **\$49.99**



"White Out" Colored Contacts

Regular price: \$69.99
Sale price: **\$49.99**



"3 Color Lime" Colored Contacts

Regular price: \$69.99
Sale price: **\$49.99**



"3 Color Violet" Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**



"3 Color Aqua" Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**



"3 Color Sky Blue" Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**



"Red Cateye" Colored Contacts

Regular price: \$69.99
Sale price: **\$49.99**



"Blue WildFire" Color Contacts

Regular price: \$69.99
Sale price: **\$49.99**



"Lemon Yellow" Color Contacts

Regular price: \$69.99
Sale price: **\$39.99**



"Blood Red" Colored Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**



"Red WildFire" Colored Contacts

Regular price: \$69.99
Sale price: **\$49.99**



"Spider Web" Crazy Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**



Black & White Spiral Contacts

Regular price: \$69.99
Sale price: **\$49.99**



"Violet Spiral" Colored Contacts

Regular price: \$69.99
Sale price: **\$49.99**



"Green Spiral" Colored Contacts

Regular price: \$69.99
Sale price: **\$49.99**



Solid "Pacific Blue" Contacts

Regular price: \$69.99
Sale price: **\$49.99**



Solid "Green" Colored Contacts

Regular price: \$69.99
Sale price: **\$49.99**



Solid "Lilac" Colored Contacts

Regular price: \$69.99
Sale price: **\$49.99**



Solid "Aqua" Colored Contacts

Regular price: \$69.99
Sale price: **\$49.99**



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beWild.com
2357 Bedford Ave.
Bellmore, NY 11710
(516) 221-4700

"Blue Cross" Colored Contacts

Regular price: \$69.99
Sale price: **\$49.99**



"Target" Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**



"Manson" Crazy Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**



"White Cateye" Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**

"Black Star" Colored Contacts

Regular price: \$69.99
Sale price: **\$49.99**



"Blade" Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**



"Green Reptile" Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**



Yellow "Cateye" Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**

"Fireball" Colored Contacts

Regular price: \$69.99
Sale price: **\$49.99**



"Spade" Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**



Pot Leaf Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**

"Dollar Sign" Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**



"Red Spiral" Crazy Lenses

Regular price: \$89.99
Sale price: **\$49.99**



"Devil Eyes" Contact Lenses

Regular price: \$69.99
Sale price: **\$49.99**



Solo Care Plus Contact Cleaner Starter Kit
\$4.99



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"Dollar Sign" Contact Lenses

Looking for contact lenses that are a bit more ... unusual? Going out to a club or concert? Perhaps you just want to make an amazing first impression on people. Whether you just want to be unique or your dressing up for a Halloween party, color contactlenses are fun, affordable lenses that are available in unique designs. Be Different with Crazy color contacts. Cosmetic Contact Lenses are sold by the pair. Each pair lasts up to 4 years. All contact lenses are available in One base curve (8.6) and one diameter (14.5). Available in plano (no power) only. Replace every 12 months or as prescribed by your eye care provider.

*All contacts are inspected before shipping. Sorry, we can not be held responsible for torn or damaged contacts. All contacts come in sterile container and can not be returned if opened.

Availability: Usually ships the next business day.

money Regular price: \$69.99 **Sale price: \$49.99**



Solo Care Plus Contact Cleaner Starter Kit Solo-care® Plus Multi-Purpose Solution is a convenient and effective no rub solution for cleaning, rinsing, daily protein removal, disinfecting and storing soft lenses as recommended by your eye care practitioner. There are no known contraindications for use of solo-care Plus Multi-purpose Solution; however, if you are allergic to any ingredient in this solution do not use. Contact Lens Cleaning Kit includes a free lens case. Contents: Solo care Plus Multipurpose Solution is a sterile aqueous solution containing sodium chloride, bis-tris propane, pluronic F127, Aqualube (cremophor) and preserved with edetate disodium dehydrate 0.025% and polyhexanide 0.0001%.

Availability: Usually ships the next business day.

2 fl.oz. **\$4.99**

What's Hot ?



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